

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

DRAFTED BY COM/BED/OIM/226/DKKATZ/ACT'G CMM/ATG
APPROVED BY EB/OCA/CM/SPHARRIS
COM/BED/OIM/222/CBARRETT/DM
EUR/NE/WNEWLIN
COM/BED/OIM/CGENDREAU
EUR/RPE/LAMANTIA

-----059980 271942Z /70

R 262311Z JAN 78
FM SECSTATE WASHDC
TO AMEMBASSY THE HAGUE
INFO AMCONSUL AMSTERDAM
AMCONSUL ROTTERDAM

UNCLAS STATE 021925

E.O. 11652: N/A

TAGS: BEXP, AFSP, NL

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR THE NETHERLANDS -
FY-1979 GUIDANCE

REF: (A) THE HAGUE 1489; (B) STATE 44899; (C) STATE 000118

1. THE FOLLOWING ADDRESSES THE PRELIMINARY FY-1979 CCP
CONVEYED BY REFTEL A IN RESPONSE TO REFTEL B. IT IS
INTENDED TO HELP THE MISSION DRAFT ITS CONTRIBUTIONS FOR
FY-1979 PURSUANT TO REFTEL C.

2. FACTORS IN THE NETHERLANDS' ECONOMIC SITUATION WHICH
AFFECT THE INITIATIVE THRUST OF THE '79 PROGRAM, WE BELIEVE,
ARE (A) CONTINUING RATHER SLUGGISH ECONOMIC GROWTH, HIGH
UNEMPLOYMENT, STAGNANT INVESTMENT, INFLATION AROUND 8
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PERCENT ANNUALLY, AND CONTINUED STEADY UPWARD PRESSURE ON
PRODUCTION COSTS. (B) A GROWING INDICATION THAT SUPPLIES
OF NATURAL GAS, THE SOURCE OF THE GUILDER'S RECENT
STRENGTH, HAVE A RELATIVELY SHORT LIFE AND THAT DUTCH
EXPORTS MUST BE EXPANDED TO TAKE THE PLACE OF GAS. (C) A
GROWING NEED FOR NEW INVESTMENT TO INCREASE THE PRODUCTIV-
ITY OF KEY INDUSTRIES INCLUDING CHEMICALS, SHIPBUILDING

AND FOOD PROCESSING.

3. THESE FACTORS MAY SUGGEST THAT WE SHOULD CONCENTRATE OUR EFFORTS ON HELPING U.S. FIRMS IN HIGH TECHNOLOGY AREAS OFFERING SIGNIFICANT COST SAVINGS TO DUTCH INDUSTRY. THE CAMPAIGNS AND OSPE'S OUTLINED IN REFTEL A APPEAR TO OFFER AN OPTIMUM PROGRAM ADAPTABLE TO THE FOREGOING APPRAISAL. THE CAMPAIGN THEMES CORRESPOND WELL WITH THE BEST PROSPECTS REPORT PREPARED SINCE REFTEL A WAS SENT. BOTH ANALYSES WERE USED IN DEVELOPING FY'79 EVENT SCHEDULE FOR PROPOSED NEW PARIS IMC AND SUPPLEMENTARY CATALOG/TRADE MISSION PROGRAM FOR THE NETHERLANDS, AND THEREFORE POST CAN EXPLOIT FOR CAMPAIGN PURPOSES SCHEDULED EVENTS IN EITHER FY'79 OR FY'80 MATCHING 8 OF THE 11 CAMPAIGNS AND 3 OF THE OSPES.

4. POST MAY WISH TO CONSIDER ADDING A CAMPAIGN FOR PACKAGING EQUIPMENT IN SUPPORT OF THE IMC'S PROPOSED PARTICIPATION IN MACROPAK, AND EITHER A CAMPAIGN OR OSPE IN BUSINESS EQUIPMENT, A THEME LISTED IN YOUR BEST PROSPECTS REPORT SUBMISSION AND TO BE PROMOTED AT EFFICIENCY BEURS. CONVERSELY, YOU MIGHT WANT TO DELETE BUILDING AND CONSTRUCTION AS A CAMPAIGN, AS IT IS NEITHER LISTED IN BEST PROSPECTS REPORT NOR WILL IT BE PROMOTED BY ANY EVENT (EXCEPT PRESENTLY LISTED AS AN ALTERNATE FOR FY'80 THROUGH BATIMAT, PARIS). YOU MIGHT ALSO WISH UNCLASSIFIED

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TO CONSIDER BELETING METALWORKING AND FINISHING (CAMPAIGN 11), AS IT IS NOT LISTED IN BEST PROSPECTS, ONLY marginally relates to PLANNED PARIS IMC EVENTS, AND AS AN INDUSTRY HAS REPORTEDLY SUFFERED SETBACKS.

5. IN SUPPORT OF PARIS IMC EVENTS OUTSIDE NETHERLANDS, POST MIGHT WISH TO CONSIDER ACTIVITIES INCORPORATING INDUSTRIAL ASSEMBLY EQUIPMENT AND FLUID POWER SYSTEMS (MECANALEM, PARIS, JUNE 1979), AGRIBUSINESS SYSTEMS (SIMA, PARIS, MARCH 1979) AND WOODWORKING ALTERNATE IMC EVENT AT INTERNATIONAL WOODWORKING SHOW, BRUSSELS DECEMBER 1978). ALTERNATIVELY, THESE COULD COME UNDER OSPE ACTIVITY 7, ASSISTANCE TO USTCS IN EUROPE. POST MIGHT ALSO WISH TO ADD ACTIVITY FOR AVIONICS IN SUPPORT OF USD LIKELY PARTICIPATION AGAIN IN PARIS AIR SHOW, JUNE 1979.

6. WITH FOREIGN BUYER PROGRAM STILL VERY MUCH IN BUSINESS AND WITH OUTSTANDING POST RESULTS FROM YOUR SOLID PAST SUPPORT, WE WOULD WELCOME INCLUSION OF SUCH AN ACTIVITY IN YOUR DRAFT WITH THE UNDERSTANDING THAT SPECIFIC SHOWS COULD BE REVIEWED DURING CCP CONSULTATION

TRAVEL AND THAT SOME WILL BE INCLUDED AS PART OF
INDIVIDUAL CAMPAIGN ACTIVITIES.

7. WOULD WELCOME ANY QUESTIONS OR OBSERVATIONS REGARDING
FOREGOING SHOULD MISSION FIND IT DESIRABLE TO DO SO PRIOR
TO SUBMITTING ITS FINAL CCP DRAFT CONTRIBUTION. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE021925
Document Source: CORE
Document Unique ID: 00
Drafter: BED/OIM/226/DKKATZ/ACT'G CMM/ATG
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780041-0491
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780117/aaaaaouu.tel
Line Count: 122
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7e2f09e0-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 THE HAGUE 1489, 78 STATE 44899, 78 STATE 118
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 15 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3705902
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM FOR THE NETHERLANDS - FY-1979 GUIDANCE
TAGS: BEXP, AFSP, NL
To: THE HAGUE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/7e2f09e0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014